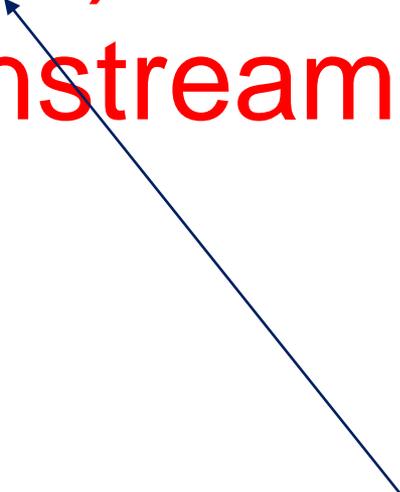
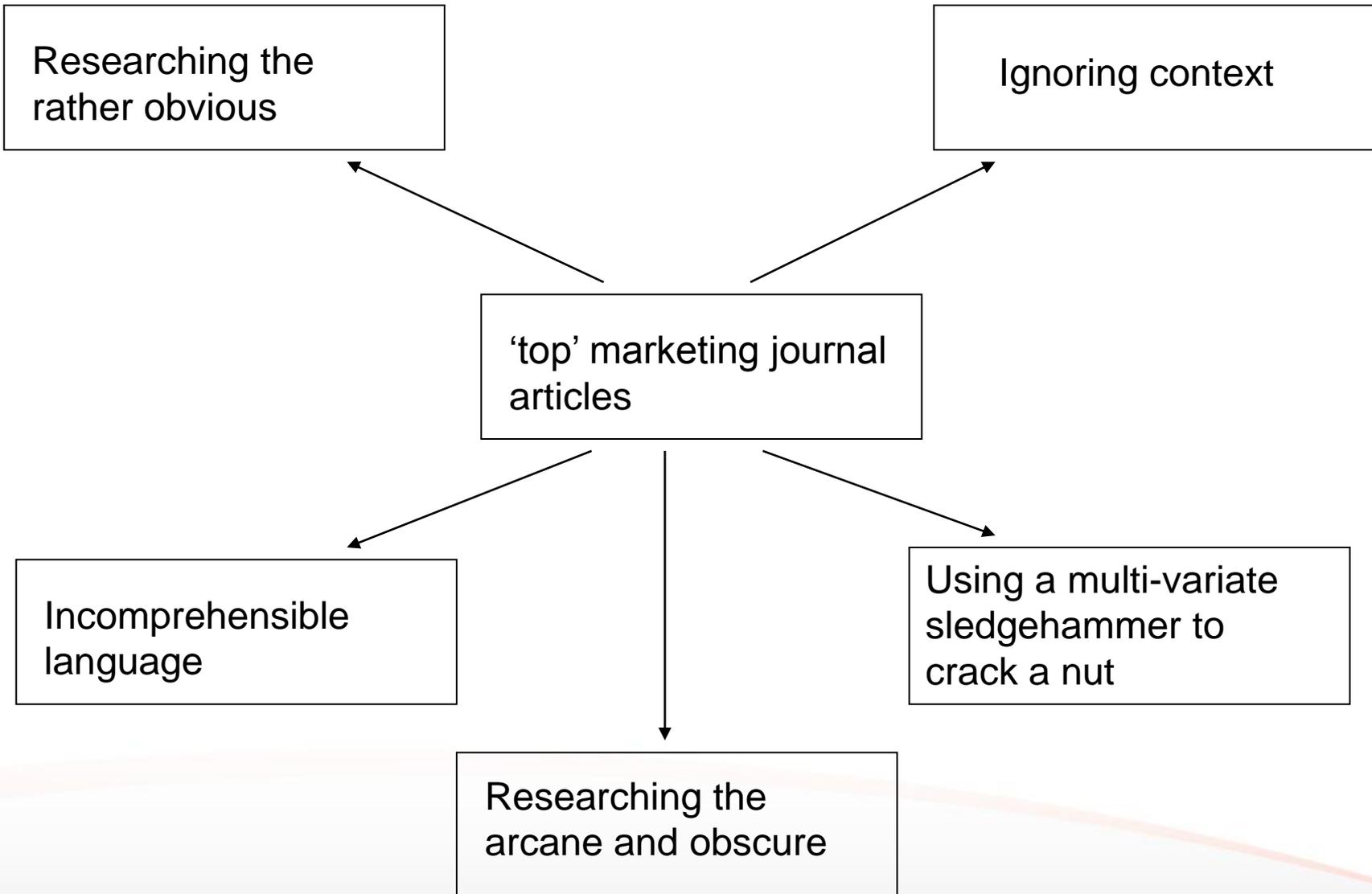


Things I've (Alan) said about academic (mainstream) marketing

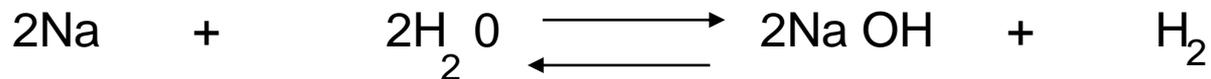


(so you know who
to blame)

Five Ailments of 'top' journal articles

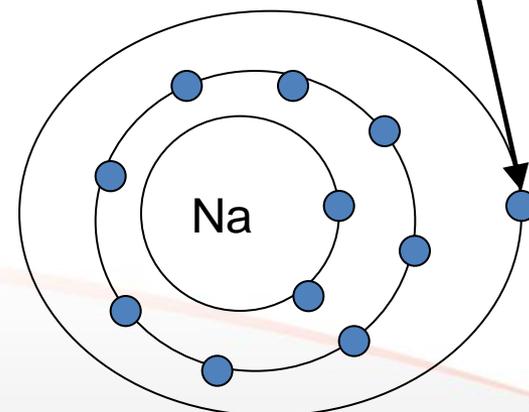


Observable fact: *sodium reacts vigorously with water*



Theory: *The periodic table and valence theory*

| Group 0 | Group 1 |
|---------|-----------|
| Ne | Li |
| Ar | Na |
| Kr | K |
| Xe | Rb |
| | |



bettertogether

Main-Group Elements
s Subshell fills

Main-Group Elements
p Subshell fills

1 — Atomic number
H — Symbol
1s¹ — Valence-shell configuration

| | | | | | | | | | | | | | | | | | | | | |
|---|-----------------------------|-----------------------------|---|--|--|--|--|--|--|---|--|--|---|---|---|---|---|---|------------|----------------------------|
| | 1 IA | | | | | | | | | | | | | | | | | | 18 VIII | |
| 1 | 1 H 1s ¹ | 2 IIA | | | | | | | | | | | | | | | | | | 2 He 1s ² |
| 2 | 3 Li 2s ¹ | 4 Be 2s ² | Transition Metals d Subshell fills | | | | | | | | | | 5 B 2s ² 2p ¹ | 6 C 2s ² 2p ² | 7 N 2s ² 2p ³ | 8 O 2s ² 2p ⁴ | 9 F 2s ² 2p ⁵ | 10 Ne 2s ² 2p ⁶ | | |
| 3 | 11 Na 3s ¹ | 12 Mg 3s ² | 3 IIIB | 4 IVB | 5 VB | 6 VIB | 7 VIIB | 8 VIII B | 9 | 10 | 11 IB | 12 IIB | 13 Al 3s ² 3p ¹ | 14 Si 3s ² 3p ² | 15 P 3s ² 3p ³ | 16 S 3s ² 3p ⁴ | 17 Cl 3s ² 3p ⁵ | 18 Ar 3s ² 3p ⁶ | | |
| 4 | 19 K 4s ¹ | 20 Ca 4s ² | 21 Sc 3d ¹ 4s ² | 22 Ti 3d ² 4s ² | 23 V 3d ³ 4s ² | 24 Cr 3d ⁵ 4s ¹ | 25 Mn 3d ⁵ 4s ² | 26 Fe 3d ⁶ 4s ² | 27 Co 3d ⁷ 4s ² | 28 Ni 3d ⁸ 4s ² | 29 Cu 3d ¹⁰ 4s ¹ | 30 Zn 3d ¹⁰ 4s ² | 31 Ga 4s ² 4p ¹ | 32 Ge 4s ² 4p ² | 33 As 4s ² 4p ³ | 34 Se 4s ² 4p ⁴ | 35 Br 4s ² 4p ⁵ | 36 Kr 4s ² 4p ⁶ | | |
| 5 | 37 Rb 5s ¹ | 38 Sr 5s ² | 39 Y 4d ¹ 5s ² | 40 Zr 4d ² 5s ² | 41 Nb 4d ⁴ 5s ¹ | 42 Mo 4d ⁵ 5s ¹ | 43 Tc 4d ⁵ 5s ² | 44 Ru 4d ⁷ 5s ¹ | 45 Rh 4d ⁸ 5s ¹ | 46 Pd 4d ¹⁰ | 47 Ag 4d ¹⁰ 5s ¹ | 48 Cd 4d ¹⁰ 5s ² | 49 In 5s ² 5p ¹ | 50 Sn 5s ² 5p ² | 51 Sb 5s ² 5p ³ | 52 Te 5s ² 5p ⁴ | 53 I 5s ² 5p ⁵ | 54 Xe 5s ² 5p ⁶ | | |
| 6 | 55 Cs 6s ¹ | 56 Ba 6s ² | 57 La* 5d ¹ 6s ² | 72 Hf 5d ² 6s ² | 73 Ta 5d ³ 6s ² | 74 W 5d ⁴ 6s ² | 75 Re 5d ⁵ 6s ² | 76 Os 5d ⁶ 6s ² | 77 Ir 5d ⁷ 6s ² | 78 Pt 5d ⁹ 6s ¹ | 79 Au 5d ¹⁰ 6s ¹ | 80 Hg 5d ¹⁰ 6s ² | 81 Tl 6s ² 6p ¹ | 82 Pb 6s ² 6p ² | 83 Bi 6s ² 6p ³ | 84 Po 6s ² 6p ⁴ | 85 At 6s ² 6p ⁵ | 86 Rn 6s ² 6p ⁶ | | |
| 7 | 87 Fr 7s ¹ | 88 Ra 7s ² | 89 Ac** 6d ¹ 7s ² | 104 Db 6d ² 7s ² | 105 Jl 6d ³ 7s ² | 106 Rf 6d ⁴ 7s ² | 107 Bh 6d ⁵ 7s ² | 108 Hn 6d ⁶ 7s ² | 109 Mt 6d ⁷ 7s ² | Inner-Transition Metals f Subshell fills | | | | | | | | | | |

*Lanthanides

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|--|--|--|--|--|--|
| 58 Ce 4f ¹ 5d ¹ 6s ² | 59 Pr 4f ³ 6s ² | 60 Nd 4f ⁴ 6s ² | 61 Pm 4f ⁵ 6s ² | 62 Sm 4f ⁶ 6s ² | 63 Eu 4f ⁷ 6s ² | 64 Gd 4f ⁷ 5d ¹ 6s ² | 65 Tb 4f ⁹ 6s ² | 66 Dy 4f ¹⁰ 6s ² | 67 Ho 4f ¹¹ 6s ² | 68 Er 4f ¹² 6s ² | 69 Tm 4f ¹³ 6s ² | 70 Yb 4f ¹⁴ 6s ² | 71 Lu 4f ¹⁴ 5d ¹ 6s ² |
|---|---|---|---|---|---|---|---|--|--|--|--|--|--|

**Actinides

| | | | | | | | | | | | | | |
|---|---|--|---|---|---|---|---|--|--|---|---|---|---|
| 90 Th 6d ² 7s ² | 91 Pa 5f ² 6d ¹ 7s ² | 92 U 5f ³ 6d ¹ 7s ² | 93 Np 5f ⁴ 6d ¹ 7s ² | 94 Pu 5f ⁶ 7s ² | 95 Am 5f ⁷ 7s ² | 96 Cm 5f ⁷ 6d ¹ 7s ² | 97 Bk 5f ⁹ 7s ² | 98 Cf 5f ¹⁰ 7s ² | 99 Es 5f ¹¹ 7s ² | 100 Fm 5f ¹² 7s ² | 101 Md 5f ¹³ 7s ² | 102 No 5f ¹⁴ 7s ² | 103 Lr 5f ¹⁴ 6d ¹ 7s ² |
|---|---|--|---|---|---|---|---|--|--|---|---|---|---|

- Metal
- Metalloid
- Nonmetal

What are the characteristics of chemistry that allows positivism to be successful?

- Reductionism – the **drilling down** of knowledge into smaller elements – makes intuitive sense in this field.
- Researchers can **isolate the experiments, agree the constructs, control all the variables**, and deploy the hypothetico deductive method with complete confidence.
- Ontologically, **facts are facts**, and once settled they don't change.
- There is an **underlying order and pattern** in chemical reactions that appears absolute.
- **The theories may not be literally 'true' – Kuhn exposed the risk in absolute belief in science – but they work in an everyday way to help progress.**



Marketing

Chemistry

Some agreed

Some disputed

Largely agreed

Facts/
evidence

Some have power and
practical usage eg
diffusion of innovations

Some have poor
evidence base and weak
external validity

Educated guesses
refined to fit the
evidence. Broad
predictability at the
core. Debates at
the margins

Theories/
principles/
explanations

1. *In contrast to chemistry, constructs in marketing are woolly and prone to disagreement.*

- Quite often, what constitutes a fact is a lot less certain and rather woolly.
- There are lots of marketing phenomena where **facts are disputed**, such as attitude data, survey responses, or complex psychological constructs such as self image, or variables that are difficult to define such as market orientation.
- No amount of statistical wizardry makes up for these limitations.
- ***Our numbers are mostly illusions of false precision***



5. Ironically, marketers can't isolate the system, but do isolate their theories

- Chemists operate in a shared 'web of belief'
- But take a close look at **our** literature...
- Academic marketers can't agree. We selectively lift from literature to support our prejudices.
- **We stick to our individual pet favourite theories**



Our use of the hypothetico-deductive method is pants

Effort into formulating the question: minimal

Effort into asking sensible questions that practitioners find important zero

Effort into a technically good questionnaire often naive

Effort into sample size huge

Effort into data analysis gigantic

Effort into interpretation vs other top journal literature large

Effort into interpretation vs the reality of practice zero

Effort into sensible context setting zero



Eclecticism rocks



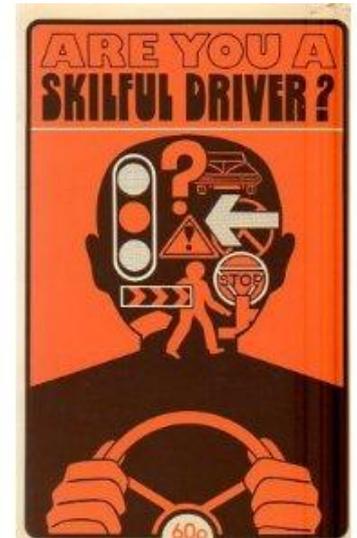
—————>
Social and cultural capital theory

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Social learning theory - copying

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Cognitive self interest

—————>
Emotional self esteem

—————>
Social identity theory



Appreciate your time

Alan.Tapp@uwe.ac.uk